Magenta

Service: Database Development with OnBoard



Case Study

Transforming Insights into Infrastructure

"We're tracking all this data, but what are we actually doing with it?"

This question haunts many nonprofits. Organizations dutifully collect metrics, produce annual reports, and share statistics with stakeholders. But too often, all that beautiful data sits in (potentially unread) documents rather than driving real programmatic change.

The most impactful organizations flip this script by turning their data into their roadmap — which is what OnBoard did by partnering with Magenta.

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Point of Departure

OnBoard's mission is clear and measurable: achieve gender parity on corporate boards. The organization has built its reputation on rigorous data collection tracking progress toward this goal (see the Annual Study — part of Magenta's portfolio — if you're curious).

Their research reveals that despite years of well-intentioned diversity initiatives, boards are still filling more open director seats with men than with women. One factor contributing to this persistent gap: board recruitment often happens through private networks dominated by men; thus, many recruiters lack easy access to the depth of qualified women available. Even well-prepared candidates are overlooked because the infrastructure connecting them to board opportunities is tenuous.

Having identified these root causes, OnBoard set out to address them.

Flight Plan

OnBoard recognized that achieving gender parity on boards would require pairing advocacy with active solution-building. They embedded a new goal into their strategic plan: directly connect more women with board opportunities.

To bridge the gap between qualified women and director seats, OnBoard needed a way for recruiters to identify a diverse slate of candidates for board openings. They turned to Magenta — already a trusted partner on complex data projects — to develop a solution.

Magenta and OnBoard envisioned a customized, user-friendly portal of board-ready women, built within OnBoard's website. The tool would enable candidates to update their own profiles while giving recruiters access to search and filter individuals by expertise and industry.

To maintain OnBoard's reputation for identifying high-quality candidates, each profile would need to be vetted and supported by clean, reliable data. Behind the scenes, this vision required secure logins, reliable back-end data architecture, an intuitive front-end, and seamless scaling to support OnBoard's growing network.

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Liftoff

The newly launched Candidate Portal is the product of OnBoard's multi-part collaboration with Magenta:

- **Frames the organization's mission clearly.**
- **Demonstrates a proven track record toward accomplishing that mission.**
- **Builds a tool for more efficient mission execution.**

Long recognized as an authority both in board gender dynamics and in candidate readiness, OnBoard now has the tool to achieve more board placements for women. A recruiter can log into the Candidate Portal, apply filters for skills or industry, and instantly see a curated slate of qualified women. Candidates, meanwhile, keep their profiles up to date, ensuring the database is always accurate.

Point of Arrival

In the Portal's pilot phase, more than 200 profiles were uploaded, demonstrating the depth of women ready for board service. The streamlined, trusted process ensures diverse candidates are visible and accessible while reducing legwork for recruiters — and for OnBoard staff.

See the Portal in Action

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Most importantly, the Portal is a replicable model. It demonstrates how an organization can translate insight into infrastructure that advances its mission.

When data uncovers the factors behind an issue, building systems to overcome them creates measurable, lasting impact.

Organizations that systematically measure their impact can identify specific intervention points and design targeted solutions that address root causes. What could this kind of tool do for your organization? How would it help you act on your mission rather than simply report on it? Magenta is your partner for answering these questions, then bringing the solution to life.



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